

Made to Order  
**FALL SUIT**  
or  
**OVERCOAT**  
Here you'll find just the material to suit you, made to order and guaranteed. Value \$25  
**GOODFRIEND**  
37 N. 9th St.

Grand Organ at 9 and 5:15  
Moment of Meditation and Chimes  
at Noon

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER  
Fair

# Beaming, Smiling Merchandise, Worthy of the Day, Is Glowingly Ready in the Down Stairs Store at Wanamaker's

PARCEL POST.  
Call or Write  
**Frankel**  
Garment Shop  
Br-r-r!!!  
The Weather Is Right  
The Coats Are Right  
The Prices Are Right.  
You simply must have a good, warm coat these cool days. We have an excellent assortment in high-grade bolivias, pompoms, velours, silvertones, etc., all the desired colors, plain or fur trimmed. Prices range from \$19.98 to \$59.50  
Here is One Example  
New "Lieutenant" Model  
**\$25**  
Heavy 18-oz. olive drab stockinette cloth, very warm and wears well. Lined to the yoke. A popular misses' coat, decidedly youthful, cut on officers' lines. An excellent value at \$25.  
Open Monday, Friday and Saturday Evenings  
Front and Dauphin Streets



## New Hats by Glorious Hundreds

And such hats!  
Trim little velvets, hats with burnt plumage or embroidered flowers of chenille. Beaver, too, in all its fuzzy softness is used for brims or crown of wee toques.  
Ribbon crowns, made of row upon row of glistening satin ribbon are lovely with furs.  
Surely news of victory calls for a new hat!  
\$5, \$8 and \$9.50.

## Stockings Special at 50c a Pair

Black and white mercerized cotton stockings for women are full-fashioned and have reinforced feet and garter tops. They have slight imperfections that will not in the least hurt their wearing qualities.  
(Central)

## Bag Rings Half Price at 50c

They are the large oval, round or square rings of imitation amber, tortoise shell and composites of various colors.  
The good-looking rings that women want for pretty knitting bags.  
(Art Needlework, Central)

## Veilings

Seissors are busy snipping off lengths for veils of many kinds. There are plain or fancy mesh veilings, dotted, scroled or figured in black, brown, taupe, purple and navy. 20c to 70c a yard.  
(Central)

## New Fleeced Fabric Gloves for Women

Exceptionally good for 75c are these new fleeced fabric gloves in black, gray and khaki color. They have embroidered backs, two clasps and leather binding at the wrists. Fine for skating and real cold weather uses.  
Warm wool cloth gloves are outseam sewn and made with a strap wrist. They are in Oxford gray and khaki color and are \$1.25 a pair.

## French Glace Lambskin Gloves, \$1.50

(Regularly a Third More)  
In white with black embroidery and black hems or in all black; both styles are pique sewn and very smart.  
(Central)

## Taffeta Petticoats

Of heavy quality, lustrous taffeta, with pretty flounces that are either accordion pleated, ruffled, corded or hemstitched. They are in plain navy, black, taupe and many light colors, also lovely changeable hues, both light and dark.  
They are unusual at \$5.50.  
(Central)

## Hundreds of New Overcoats and Suits Have Marched Into the Men's Store on the Gallery

—marched briskly and bravely, for they know that much hard service is expected of every one of them.  
That is the great thing about Wanamaker clothing—its all around goodness and soundness. The materials are every thread pure wool, the tailoring has been done with faithful care, the cutting has been entrusted only to skilled hands. All in all, it is the best clothing you can possibly buy for low prices.

### The Suits

are of mixed chevots, cassimeres and worsteds, in all the good, conservative patterns that men like, and they are fine things to look at and to wear. Prices start at \$25 and go upwards to \$32.50, and it is safe to say that this is \$5 less than current market prices.

### This Is Also True of the Overcoats

which are of fine, heavy coatings, Oxford mixtures and plain blue chevots. A feature not often found in moderately priced coats is the satin used for the quarter body-lining and the sleeve lining. The seams are all taped. Ready now are:

- double-breasted ulsters and ulsterettes.
- double-breasted waistline coats.
- single-breasted, button-through box coats.

(Gallery, Market)

## Good Winter Gloves for Men in or Out of the Service

Good capeshin gloves in tan or cordovan brown are outseam sewn and have spear-point backs. \$2.25 pair.  
Gloves of washable khaki-color cape are \$2.50 pair.  
Khaki-color cape gloves with fleece linings are \$2; suede gloves with seamless knit wool linings are \$3. Horshide gloves with all-wool linings are \$3.50 a pair.  
(Central)

## Men's Shirts at \$1.65

Well-made shirts of striped or figured madras—some with pretty mercerized stripes—made with soft cuffs and center pleats.  
A man can choose from among many patterns and colors.  
(Gallery, Market)

## A Fine Lot of Ties at 50c

Unusually good ties at their price.  
They are large four-in-hand shapes in good-looking figures and stripes of many kinds. All of them have lined neckbands, too.  
(Gallery, Market)

## Men's Initial Handkerchiefs

Fine white linen handkerchiefs, with initialed corners and hemstitched hems, are 50c each.  
(Central)

## Khaki Sweaters Special at \$5.50

Ribbed khaki-color sweaters that button high around the neck with the three-button opening in front. There are pockets and the sweater looks like it would keep out any amount of cold.  
(Gallery, Market)

## Here's a Man's Chance to Get a New Soft Hat—Special at \$1.65

He may get it in black, green or brown or in various gray tweed mixtures. These would regularly sell for a good bit more, and we have about a hundred and seventy of them. That means come early.  
(Gallery, Market)

## Men's Silk Half Hose Special at 55c a Pair

Full-fashioned silk half hose in brown, navy blue, black and gray have feet re-enforced with cotton and mercerized cotton tops.  
They are called "seconds," but it will take a keen eye to discern the imperfections.  
(Gallery, Market)

## Toilet Needs

Wool powder puffs are 10c to 20c each.  
Cold cream in tubes is 10c to 25c; jars are 25c to 65c.  
Compact powder or rouge is 25c to 60c a box.  
Face powder is 25c and 50c a box.  
Cucumber lotion is 15c a bottle.  
Almond lotion is 35c to 65c a bottle.  
These are splendid to prevent or to heal chapped skin.  
(Central)

## All-Wool Suits for Boys Special at \$13.50

Fine, sturdy gray or brown all-wool mixed chevot suits for boys of 7 years to 18 are lined with mohair or with serge. Also some suits of good-looking Scotch mixtures are included.  
The jackets are single-breasted in Norfolk style with buckle-belts and vertical pockets. The trousers are lined throughout.  
You save a worthwhile sum on each suit—and that applies to wherever you go to try to duplicate them.  
(Gallery, Market)

## Serge, Satin, Jersey and Velvetene Dresses—All Special

Special at \$9.75—Serge frocks are trimmed with buttons and braid, satin frocks are pleated and some are embroidered in braid, and crepe de chine frocks show pleated effects.  
Regularly these would be more than half as much again to almost twice as much.  
Special at \$12.75  
This consists of various models of smart serge with overskirts, many buttons or adornments of braid—and satin frocks in various models and fashionable colors. Every one is worth at least half as much again.  
(Market)

### Special at \$13.50

Dresses of serge show hand-embroidered touches, buttons generously used and many satin collars and sashes.

### Special at \$15 (Savings of 10%)

Velvetene frocks are in black, navy blue, burgundy and brown and show about six different models.

Fine frocks of mannish serge are in many cases trimmed with braid. Some styles have but one, two or three alike.

And some splendid frocks of wool jersey in brown, taupe, green or navy blue are collarless. The pockets and bodices are embroidered in two-tone wool.

## Hope Chests Please Notice

these delightful matinees that are a froth of lace and a flush of silk. They are of crepe de chine in pink, blue, lilac or maize and are made to slip over the head or open in front. Some are made almost entirely of lace, to which a little stability is given by ribbon. \$5, \$5.50, \$6.75, \$8.75 and \$9.75.  
(Central)

## Many Kinds of Dollar Neckwear

Neckwear of glistening satin, pretty lace, sheer organdie and net is ready to freshen up a frock or add a pretty touch to a new one.  
There are jabots of net and lace.  
Lovely satin collars.  
Imitation filet sets and collars.  
Snowy pique collars and sets.  
Sheer organdie collars and sets.  
(Central)

## 350 Sample Georgette Blouses at \$4.90

Beautiful new blouses in suit shades and the daintiest lighter ones. They are all the samples of much higher-priced blouses and, of course, only one or two of a kind.  
They have round, collarless necks, some with tiny pleated frills or deep Pierrot frills around the neck. Others have beautiful beading or embroidery trimming them.  
(Market)

## Warm Winter Coats for Young Girls—Some of Them Special

There are many styles of warm coats for growing girls to bundle up in. Some of them are much below their regular prices.

### New Frocks to Wear Beneath Them

Pretty corduroy dresses in green and brown are for girls of 8 to 14 years at \$7.50.  
Velvetene frocks for girls of the same ages have glistening white satin collars and cuffs. \$15 and \$16.50.  
Blue serge frocks for girls of 14 to 16 years are \$18.75.  
Other junior frocks of taffeta, satin, velvetene or serge, some prettily embroidered, are for 15 to 17 year sizes at \$15 to \$35.



## 1150 Fashionable New Coats for Women Are Marked at Savings of 1/4 to 1/3

They've just arrived in time to be examined and ticketed for Saturday, and what fine things they are! All are warm, snug Winter coats that will be a comfort through all the cold weather. Prices are much lower than you would expect on coats of such high merit.

### They Begin at \$15

for coats of gray or green chevot coating with a roll collar of seal fur cloth. They are belted, half lined and are in sizes 36 to 46.

### Cheviot Coats, \$19.75

These have rolling collars of soft beaver fur cloth and buttons to match.

### Wool Velour at \$22.50

Soft and attractive coats in brown, navy, green and burgundy, with a roll collar and novel pockets trimmed with beaver fur cloth. (Sketched)

### Burella and Velour, \$25

Some have fur collars, some are trimmed with broad bands of skunk opossum fur and some of the velours have plain collars of cloth, corded pockets and buttons for the only trimming. In good dark colorings.

### Velour Coats With Fur, \$35

They have wide, fluffy collars of ringtail or nutria and there are some soft and lovely coats of pom-pom with rippling backs and big collars of near seal. A lustrous broadcloth coat with a collar of Hudson seal fur cloth is ever so attractive.

Another handsome coat of wool velour, lined throughout with silk, has deep cape collar of nutria fur. \$39.75.

### Coats of Silvertone, \$65

These show the fashionable loose back and are beautifully lined with silk; the handsome collars are of raccoon. In brown, reindeer and blue.



### Fine Coats at \$52.50

A great variety of beautiful coats are marked at this price. Most of them are of wool velour, beautifully lined and interlined and topped with big nutria collars and pockets or with collars of ringtail fur.

### Fur Cloth Coats

Resembling closely coats of Hudson seal, these new fur cloth coats are trimmed with kerami, beaver fur cloth or with real beaver, raccoon, Australian opossum or black dyed skunk opossum. They are \$25, \$27.50, \$29.75 and up to \$75.  
(Market)

## Beautiful Sample Skirts

### Are Special at \$12.50

They are one of our good manufacturers' sample lots, and, being samples, there is, of course, only one of a kind. Women who like individual things will appreciate these.

The materials are lovely satins, wool voiles, broadcloths, crepes de chine, velvetene and wool velour made in smart models. They are mostly black, but there are a few dark colors. The trimmings are soft sashes, a bit of braiding, fringe or good buttons. A black satin is sketched.  
Regularly they would all be much more!  
(Market)



## Inexpensive Shoes That Are Really Good Abound Here

—And what is more the prices are within what most anyone would wish to pay—and the shoes are worth every penny of their prices.

Good shoes may be hard to obtain elsewhere, but in the Down Stairs Store we have reliable shoes for the whole family.

### Women's Shoes

Shoes of black patent leather in button style with cloth or leather tops are \$2.85 a pair.  
Good, serviceable shoes for walking are in about 12 styles of dark tan or black calfskin and black kidskin at \$4.90 to \$5.40 a pair.

Black patent leather shoes with gray cloth tops are \$5.40 a pair.  
Dark tan calfskin shoes with fawn cloth tops are \$5.40 a pair.  
Gray kidskin shoes with fawn cloth tops are \$5.75 a pair.  
Dark tan calfskin shoes with tops of soft light tan leather are \$5.90 a pair.

### Men's Shoes

Dark tan or black leather shoes in three styles are \$4.75 a pair.  
Good shoes of black or tan leather that will stand hard wear are \$4.65 a pair.

Other shoes of black leather in two styles are \$4.25 a pair.  
And at \$5.40 a pair men's shoes are made in many styles of black kidskin or serviceable black or tan leather.  
(Central)

### Girls' Shoes

in black patent leather or black leather, in sizes 2 1/2 to 6, are \$2.50 a pair.  
High laced shoes of black leather are \$4 a pair.  
At \$4.50, \$4.90 and \$5.40 a pair girls' shoes are made of black calfskin or dark tan calfskin on various toe shapes.

### Boys' Shoes

Dark tan leather shoes, in sizes 10 to 6 are \$3 to \$4.50 a pair.  
Black leather shoes, in sizes 10 to 6, are \$3 to \$4 a pair.

### Children's Shoes

Black calfskin lace shoes, in sizes 8 1/2 to 2, are \$3.75 and \$4.25 a pair.  
Dark tan leather shoes, in sizes 8 1/2 to 2, are \$4 and \$4.50 a pair.  
Black patent leather or soft black leather shoes, in button style in sizes 6 to 2, are \$2.50, \$2.75 and \$3.25 a pair.

Children's shoes of black patent leather, black kidskin and tan kidskin, in sizes 2 to 5, are \$1.50 a pair; sizes 5 to 8 are \$1.75 a pair.  
(Central)

## Better Coats for the Little Youngsters

They are for both boys and girls of 2 years to 6. At \$10.50, soft warm coats of imported corduroy are in navy blue, brown and tan.  
At \$14.50, black, navy blue, green and brown velvetene forms the prettiest little coats that flare in quite a grown-up way. They are trimmed with metallic buttons.

### Best Coats at \$16.50

Lovely coats of broadcloth in navy blue, Copenhagen, rose or rich tan are made in three different styles. One has a collar of nutria, another is banded with nutria and the third has a plain collar.  
Every coat is lined and warmly interlined.

### New Pretty Hats

Beginning at \$1.75 for little hats of corduroy, we go upward through innumerable styles of felts, beavers, velours and velvets at various prices to \$8.  
(Central)

## Special Groups of Suits For Women and Young Women

Special at \$19.75—Navy blue wool poplin suits, trimmed with braid and with top collars of seal plush, are in sizes 16 to 40.

### Special at \$22.75

These are worth more than a third more. The suits are of splendid burella, in taupe, navy blue or plum and will fit women who wear sizes 16 to 44. The jackets are made with loose panels in back and are topped with seal fur cloth collars. The tiny buttons are effective trimming. (Sketched.)

### Special at \$25

Wool poplin suits are trimmed with braid or buttons. Other suits of tweed or burella are indeed smart. And then some wool poplin coats have fur collars and broad bands of fur at the bottom of the jackets.

### Sample Suits Special at \$32.50

Only one, two and three of a kind can be had of these fine suits of the best velours, silvertones and broadcloths. Many are handsomely trimmed with fur.

Other novelty suits in a great variety of models are mostly trimmed with fashionable furs. \$45, \$47.50, \$55, \$57.50 to \$85.  
(Market)

## Special Women's Colored Silk Umbrellas, \$2.85

Pretty, short-handled umbrellas, covered with navy, purple, green or taupe taffeta and topped with a silk loop to match. There are little irregularities in the weave of the taffeta which class these as "seconds," otherwise these umbrellas would be marked much higher.  
(Central)

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Odd Chins Closets and Serving Tables at one-third original price.  
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Slightly damaged by smoke.  
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Velvets, \$30 value, now \$15  
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## The Rug Store Is Worth a Visit—Values and Qualities Are Extraordinary